

WHAT IS CLAIMED IS:

1. A magnetic recording medium comprising a magnetic layer on at least one side of a nonmagnetic substrate, the magnetic layer containing magnetic particles of a CuAu type or Cu<sub>3</sub>Au type ferromagnetic ordered phase, wherein a conductive layer is provided on at least one side of the nonmagnetic substrate.

2. A magnetic recording medium according to claim 1, wherein the conductive layer is disposed between the nonmagnetic substrate and the magnetic layer.

3. A magnetic recording medium according to claim 1, wherein the conductive layer is disposed on the nonmagnetic substrate on a side opposite to the magnetic layer.

4. A magnetic recording medium according to claim 1, wherein the conductive layer is disposed on an end surface of the nonmagnetic substrate.

5. A magnetic recording medium according to claim 1, wherein the conductive layer contains a conductive metal oxide.

6. A magnetic recording medium according to claim 5, wherein the conductive metal oxide is selected from ZnO, TiO<sub>2</sub>, SnO<sub>2</sub>, Al<sub>2</sub>O<sub>3</sub>, In<sub>2</sub>O<sub>3</sub>,

SiO<sub>2</sub>, MgO, BaO, MoO<sub>3</sub>, V<sub>2</sub>O<sub>5</sub> and complex oxides thereof.

7. A magnetic recording medium according to claim 5, wherein the conductive metal oxide has a volume resistivity of not more than  $10^7$  Ωcm.

8. A magnetic recording medium according to claim 1, wherein the conductive layer contains carbon black.

9. A magnetic recording medium according to claim 8, wherein the carbon black has an SBET of 50 to 500 m<sup>2</sup>/g.

10. A magnetic recording medium according to claim 8, wherein the carbon black has a DBP oil absorption of 20 to 400 ml/100 g.

11. A magnetic recording medium according to claim 1, wherein the conductive layer contains a conductive polymer compound.

12. A magnetic recording medium according to claim 1, wherein the conductive layer has a thickness of 10 to 700 nm.

13. A magnetic recording medium according to claim 1, wherein the magnetic recording medium has a surface electric resistance of not more than  $10^{10}$  Ω/sq.

14. A magnetic recording medium according to claim 1 further comprising another magnetic layer, a nonmagnetic layer, or a back layer on a side opposite to the magnetic layer.

15. A magnetic recording medium according to claim 1 further comprising a protection film on the magnetic layer.